

# McNamara Declaration

## Exhibit 164

# Open Library Design Ecosystem

## Typical Users

(Note: We have little hard data on exactly who uses OL, but the following represent our best qualitative guesses. Also, note that the categories can overlap.)

- **Readers:** They use OL like a library, searching for books they want to read, using waitlists, checking out books, saving items on personal lists.
- **Loggers:** They use OL like GoodReads to keep track of what they're reading and are looking to discover new book recommendations
- **Researchers:** They use OL like a book metadata database, using our API's to download and analyze large amounts of book metadata.
- **Librarians & Wiki Contributors:** They use OL like a wiki, using the site's editing features to add new info, correct existing info, and donate their time to improving OL.
- **Moderators & Admin:** They use OL with privileged access to administrative functions, merging and cleaning data, managing users, etc.
- **Developers:** They use OL as a code project, accessing the developer documentation and GitHub account, donating their time and smarts to improving the codebase.

### What channels do patrons come from?

- Google search
- Twitter
- Facebook
- Wikipedia
- Archive.org

### What features do book lovers want?

- Offline reading (app)

### When a patron lands on OpenLibrary.org, what are they trying to do?

1. Find / Discover a book
  - a. By [some combination of] (decreasing order?)
    - i. Title
    - ii. Author
    - iii. Subject
    - iv. Friends / Lists
    - v. Recommendation
    - vi. Full-text
    - vii. Language
    - viii. Identifier

**Exhibit**  
Pls. 0127c

- b. To
  - i. Read / Borrow
  - ii. Preview
  - iii. Buy
  - iv. Cite
- 2. See their books (i.e. borrows, waitlists, reading log, lists)
- 3. Find a Book Club / Reading Group
- 4. Track book progress
- 5. Set yearly goals
- 6. Read a book
- 7. Do Librarian Tasks
  - a. Edit books (works / editions)

### Open Questions

- How (e.g. # clicks?) does a patron accomplish each of these goals?
- What prevents them from being successful?

### Similar Services

Service	Home	Book Page	Search
Google Books	<a href="#">Google Books Home</a>	<a href="#">Google Books Book Page</a>	<a href="#">Google Books Search</a>
Goodreads	<a href="#">Goodreads Home</a>	<a href="#">Goodreads Work / Edition</a>	<a href="#">Goodreads Search</a>
Overdrive	<a href="#">Overdrive Home</a>	<a href="#">Overdrive Book Page</a>	<a href="#">Overdrive Search</a>
Librarything	<a href="#">Librarything Home</a>	<a href="#">Librarything Book Page</a>	<a href="#">Librarything Search</a>
Amazon	<a href="#">Amazon Home</a>	<a href="#">Amazon Book Page</a>	<a href="#">Amazon Search</a>
ShelfJoy	<a href="#">ShelfJoy Home</a> Deprecated	N/A	N/A
Better World Books	<a href="#">BWB Home</a>	<a href="#">BWB Book Page</a>	<a href="#">BWB Search</a>
Hoopla	<a href="#">Hoopla Home</a>	<a href="#">Hoopla Book Page</a>	<a href="#">Hoopla Search</a>
Worldcat	<a href="#">Worldcat</a>	<a href="#">Worldcat Book Page</a>	
Bibliogs	<a href="#">Bibliogs Home</a>	<a href="#">Bibliogs Book</a>	
Digital Library	<a href="https://www.digitallibrary.io/offline">https://www.digitallibrary.io/offline</a>		

<a href="https://fivebooks.com">https://fivebooks.com</a>			
The Free Library	<a href="https://www.thefreelibrary.com/">https://www.thefreelibrary.com/</a>	<a href="#">Free Library Article Page</a>	
World Library	<a href="http://worldlibrary.org/">http://worldlibrary.org/</a>		

#### Analogous Services (spanning multimedia)

- [servicedesignbooks.org/browse/](http://servicedesignbooks.org/browse/)
- [netflix.com/](http://netflix.com/)
- [discogs.com/](http://discogs.com/)
- [imdb.com](http://imdb.com)
- [Rotten tomatoes](http://rottentomatoes.com)
- <https://9to5mac.com/2016/06/13/new-ios-10-music-app-design>

## Considerations

- Incremental surprise: While the final result of this design process may look radically different from the current site, we will need to be able to roll out changes slowly and strategically.
- Accessibility: We aim to serve those who require enabling, such as the dyslexic & visually impaired. This should be reflected in language, markup, and visual components, following modern standards.
  - Mobile responsiveness: a more optimized experience for people on phones and tablets, in addition to desktop.
- Device support: As much as possible and practical, we aim to support people on older devices and connected via lower quality networks. We generally don't offer special support for browsers with <2% general usage.

## What services do we offer?

- **Reading:** Read / Borrow 3.5M books
  - Audio Reading experience
  - In-browser BookReader experience
  - Offline DRM Epub + PDF
  - Sponsorship
- **Editors:**
- **Logging:** Personal book-reading catalog (Want to Read button)
- **Search:**
  - Full-text Search (across books)
  - Search-Inside
- APIs & Data dumps

## Analytics

### Devices & Browsers

March 27 - April 2 (5 days) ~2017

Desktop: ~292k

- 175,000 Chrome
- 60,000 Safari
- 40,000 Firefox
- 17,000 IE

Mobile: ~106k

- 60,000 android
- 45,000 ios
- 1,500 windows

### Funnel

direct: 45%, google, 35%, archive.org 7%, wikipedia 2%, bing 2%, referrals

## Page Components & Mocks

- [Global / Header](#) components and [concepts / wireframes](#)
- [Home Page](#) components and [concepts / wireframes](#)
- [Books Page](#) requirements / components and [concepts / wireframes](#)
- [Search Page](#) requirements / components and [concepts / wireframes](#)

## Appendix

Design concept wireframes for new Book (Work+Editions) page from Alex Savakis:

R2: <https://www.dropbox.com/sh/aii0z9j8a4505f1/AABFExKzYJn692IDtQKpWD3Ia?dl=0>

R3: <https://www.dropbox.com/sh/ygos5y3irmqynf5/AABGuhr2HBxP6V2D6PkyS3PEa?dl=0>

In particular, I think we should consider these designs in R2 as reasonable starting points:

- Description-ClosedState\_Details-Ed\_List.png
- Description-OpenState\_Details-Ed\_List.png
- Alternate edition list: Description-OpenState\_Details-Ed\_Cards.png

Current homepage:

**INTERNET ARCHIVE**

**OPEN LIBRARY**  
One web page for every book.

**Browse by Category** Browse books by popular categories or [explore other categories](#).

**Popular Books** Discover [hundreds of books](#) you're bound to love. (Or see what others are [favoriting](#).)

**Classic Books** The World's classic literature at your fingertips. Over [1,000,000 free ebook titles](#) available.

**Recently Returned** Here's a sample of recently returned books from the [eBook lending library](#).

**Worth the Wait** Get on the waiting list for hundreds of popular books

**Around the Library** Here's what's happened over the last 28 days. More [recent changes](#).

**About the Project**

Open Library is an open, editable library catalog, building towards a web page for every book ever published. [More](#)

Just like Wikipedia, you can contribute new information or corrections to the catalog. You can browse by [subject](#), [author](#) or [lists](#) members have created. If you love books, why not help build a library?

**Developers**

If you're even remotely interested in libraries or big data, we encourage you to have a look around the [Open Library API](#). We welcome any and all patches and data re-use.

**Latest Blog Posts**

Celebrating 20 Years of the Internet Archive with an Open Library Feature Bonanza - [October 24, 2016](#)

Towards better EPUBs at Open Library and the Internet Archive - [June 23, 2016](#)

Not just scanning - Thomson's Cape Cod - [May 7, 2016](#)

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**Around The Library**

CCN updated [Jacint](#) 45 minutes ago  
Brenton [John Marzulli](#), [jcm](#) 45 minutes ago  
de\_miralls 36 minutes ago

CCN updated [Un futuro lleno de esperanza](#) 45 minutes ago  
Brenton [John Marzulli](#), [jcm](#) 45 minutes ago

Ben McLaughlin updated [Get around the world](#) 50 minutes ago  
CCN updated [Contra viento y marea](#) 41 minutes ago

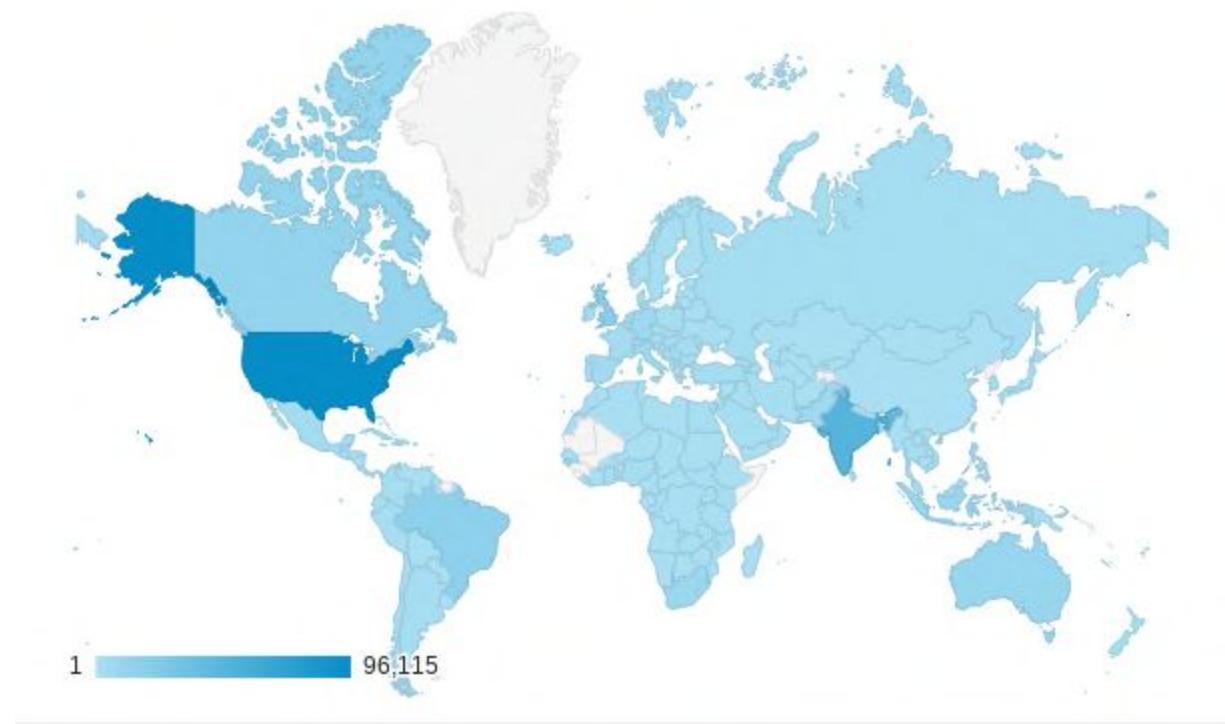
**Problem?**

Open Library is an initiative of the [Internet Archive](#), a 501(c)(3) non-profit, building a digital library of Internet sites and other cultural artifacts in digital form. Other projects include the [Wayback Machine](#), [archive.org](#) and [archive-it.org](#)

Your use of the Open Library is subject to the Internet Archive's [Terms of Use](#).

Concepts:

Stats from 2020-07-17



<input type="checkbox"/>	Browser <small>?</small>	Users <small>?</small> <small>↓</small>	New Users <small>?</small>	Sessions <small>?</small>	Bounce Rate <small>?</small>	Pages / Session <small>?</small>	Avg. Session Duration <small>?</small>
		<b>417,154</b> % of Total: 100.00% (417,154)	<b>416,648</b> % of Total: 100.00% (416,645)	<b>498,497</b> % of Total: 100.00% (498,497)	<b>38.45%</b> Avg for View: 38.45% (0.00%)	<b>4.36</b> Avg for View: 4.36 (0.00%)	<b>00:02:47</b> Avg for View: 00:02:47 (0.00%)
<input type="checkbox"/>	1. Chrome	<b>259,646</b> (61.37%)	<b>256,161</b> (61.48%)	<b>304,137</b> (61.01%)	<b>37.51%</b>	<b>4.53</b>	<b>00:02:49</b>
<input type="checkbox"/>	2. Safari	<b>84,407</b> (19.95%)	<b>83,499</b> (20.04%)	<b>101,972</b> (20.46%)	<b>40.00%</b>	<b>3.82</b>	<b>00:02:34</b>
<input type="checkbox"/>	3. Firefox	<b>29,738</b> (7.03%)	<b>29,175</b> (7.00%)	<b>34,305</b> (6.88%)	<b>40.51%</b>	<b>3.96</b>	<b>00:02:56</b>
<input type="checkbox"/>	4. Edge	<b>14,330</b> (3.39%)	<b>14,019</b> (3.36%)	<b>16,991</b> (3.41%)	<b>37.72%</b>	<b>4.89</b>	<b>00:03:09</b>
<input type="checkbox"/>	5. Samsung Internet	<b>9,134</b> (2.16%)	<b>8,629</b> (2.07%)	<b>10,675</b> (2.14%)	<b>40.77%</b>	<b>4.78</b>	<b>00:02:45</b>
<input type="checkbox"/>	6. Android Webview	<b>8,428</b> (1.99%)	<b>8,189</b> (1.97%)	<b>9,740</b> (1.95%)	<b>30.75%</b>	<b>4.91</b>	<b>00:02:53</b>
<input type="checkbox"/>	7. Opera	<b>4,717</b> (1.11%)	<b>4,625</b> (1.11%)	<b>5,609</b> (1.13%)	<b>45.21%</b>	<b>3.72</b>	<b>00:02:19</b>
<input type="checkbox"/>	8. Internet Explorer	<b>3,026</b> (0.72%)	<b>2,954</b> (0.71%)	<b>3,471</b> (0.70%)	<b>44.19%</b>	<b>4.73</b>	<b>00:02:33</b>
<input type="checkbox"/>	9. Amazon Silk	<b>2,979</b> (0.70%)	<b>2,874</b> (0.69%)	<b>4,267</b> (0.86%)	<b>25.78%</b>	<b>7.43</b>	<b>00:05:17</b>
<input type="checkbox"/>	10. Opera Mini	<b>1,695</b> (0.40%)	<b>1,691</b> (0.41%)	<b>1,893</b> (0.38%)	<b>50.66%</b>	<b>3.01</b>	<b>00:02:11</b>

Country <span>?</span>	Users <span>?</span> <span>↓</span>	New Users <span>?</span>	Sessions <span>?</span>	Bounce Rate <span>?</span>	Pages / Session <span>?</span>	Avg. Session Duration <span>?</span>
	<b>417,154</b> % of Total: 100.00% (417,154)	<b>416,648</b> % of Total: 100.00% (416,645)	<b>498,497</b> % of Total: 100.00% (498,497)	<b>38.45%</b> Avg for View: 38.45% (0.00%)	<b>4.36</b> Avg for View: 4.36 (0.00%)	<b>00:02:47</b> Avg for View: 00:02:47 (0.00%)
1.  <a href="#">United States</a>	<b>96,115</b> (23.02%)	<b>95,724</b> (22.97%)	<b>119,508</b> (23.97%)	<b>36.14%</b>	<b>4.69</b>	<b>00:03:03</b>
2. <a href="#">(not set)</a>	<b>73,616</b> (17.63%)	<b>73,761</b> (17.70%)	<b>89,572</b> (17.97%)	<b>37.65%</b>	<b>4.47</b>	<b>00:02:54</b>
3.  <a href="#">India</a>	<b>49,632</b> (11.89%)	<b>49,648</b> (11.92%)	<b>56,532</b> (11.34%)	<b>40.08%</b>	<b>4.24</b>	<b>00:02:26</b>
4.  <a href="#">United Kingdom</a>	<b>18,883</b> (4.52%)	<b>18,624</b> (4.47%)	<b>22,970</b> (4.61%)	<b>37.53%</b>	<b>4.39</b>	<b>00:02:55</b>
5.  <a href="#">Brazil</a>	<b>16,126</b> (3.86%)	<b>16,014</b> (3.84%)	<b>17,758</b> (3.56%)	<b>37.22%</b>	<b>3.61</b>	<b>00:02:00</b>
6.  <a href="#">Canada</a>	<b>12,968</b> (3.11%)	<b>12,979</b> (3.12%)	<b>16,401</b> (3.29%)	<b>35.02%</b>	<b>4.66</b>	<b>00:02:59</b>
7.  <a href="#">Australia</a>	<b>10,371</b> (2.48%)	<b>10,535</b> (2.53%)	<b>13,114</b> (2.63%)	<b>35.50%</b>	<b>4.57</b>	<b>00:03:05</b>
8.  <a href="#">Indonesia</a>	<b>9,338</b> (2.24%)	<b>9,280</b> (2.23%)	<b>10,436</b> (2.09%)	<b>33.34%</b>	<b>4.44</b>	<b>00:02:36</b>
9.  <a href="#">South Africa</a>	<b>7,905</b> (1.89%)	<b>7,870</b> (1.89%)	<b>9,597</b> (1.93%)	<b>38.11%</b>	<b>4.20</b>	<b>00:03:10</b>
10.  <a href="#">Italy</a>	<b>7,050</b> (1.69%)	<b>6,977</b> (1.67%)	<b>7,802</b> (1.57%)	<b>47.80%</b>	<b>3.62</b>	<b>00:01:59</b>
<input type="checkbox"/> Device Category <span>?</span>	Users <span>?</span> <span>↓</span>	New Users <span>?</span>	Sessions <span>?</span>	Bounce Rate <span>?</span>	Pages / Session <span>?</span>	Avg. Session Duration <span>?</span>
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<input type="checkbox"/> 1. desktop	<b>223,329</b> (52.96%)	<b>219,886</b> (52.78%)	<b>264,122</b> (52.98%)	<b>36.85%</b>	<b>4.45</b>	<b>00:03:01</b>
<input type="checkbox"/> 2. mobile	<b>172,018</b> (40.79%)	<b>171,281</b> (41.11%)	<b>198,769</b> (39.87%)	<b>42.26%</b>	<b>3.95</b>	<b>00:02:12</b>
<input type="checkbox"/> 3. tablet	<b>26,382</b> (6.26%)	<b>25,481</b> (6.12%)	<b>35,606</b> (7.14%)	<b>29.04%</b>	<b>6.03</b>	<b>00:04:20</b>